GREATER OSHAWA

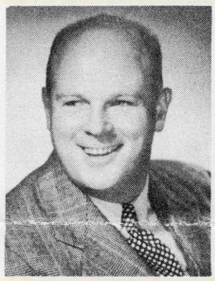
Red Feather News

COMMUNITY CHEST

16 COMMUNITY AND WELFARE AGENCIES SERVING OSHAWA AND EAST WHITBY

ALL MUST WORK TOGETHER

LET'S KEEP THE RECORD INTACT



MURRY JOHNSTON
Campaign Manager

Ever since Community Chest was inaugurated here nine years ago, the good people of the Oshawa district have combined to make an outstanding record in the history of Community Chests in Canada. For the past four years, the Greater Oshawa Community Chest has achieved the highest per capita donation of any Chest in the Dominion of Canada.

This reflects glory on two sections of our Community: First—the citizens and industries of Oshawa who so generously made their donations in good Canadian Dollars, to our Chest and second—the enthusiastic workers who canvassed on behalf of the Chest with no thought of recompense aside from the knowledge of a job well done.

We are now on the threshold of another Campaign, and it is with the greatest confidence that I throw out the challenge for you to again lead all Canada in donations to the Greater Oshawa Community Chest.

"It's our Chest, let's fill it."

JOHN G. BRADY

Local President Urges Support

"Red Feather" time is now upon us and as President of the Local 222 I have no hesitation in endorsing this Campaign.

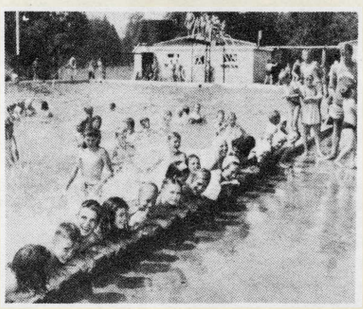
The various participating groups all play an important part in recreational and cultural life of our community and are deserving of your maximum support, which I am confident you will give to Oshawa Community Chest.

It is hoped that all will accept their responsibility in giving so that Oshawa "Red Feather" services may function as you would wish them during 1951. "Give Your Share."

Annual thrill for Oshawa Boys! C.R.A. supervised Soap Box Derby

Community Recreation Association

Recreation belongs to everyone—without distinctions of age, creed or interest—and with financial help from the Greater Oshawa Community Chest, the Oshawa and District Community Recreation Association enters upon its fifth year of providing for the citizens of Oshawa a recreation programme whose slogan is "All ages—all interests—Year round."



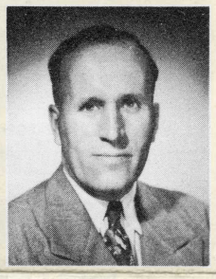
Summer time is youngsters' time, with C.R.A. in conjunction with the city's Neighbourhood Associations providing a supervised programme daily from 9 a.m. to 9 p.m. on fourteen playgrounds and two swimming pools. In the summer time more than one in two of Oshawa children of school age take part daily in the C.R.A. playground programme, while one in four of the total population of the city—young and old alike—participate daily in community functions on the neighbourhood parks.

Another Community Chest agency, the Red Cross Society, joins with C.R.A. in providing a swimming and water safety programme during the summer months.

From September to June, the recreation programme is carried on at the Oshawa Recreation Centre on Gibbs Street, with trained instructors catering to the physical, social and cultural needs of every group in the community, from the pre-school child through the nursery school programme to the senior citizen through craft and social clubs. A new feature of the fall programme in 1950 will be the opening at the Recreation Centre of a group for the Blind through which two Community Chest organizations, C.R.A. and the Canadian National Institute for the Blind, will combine with the Oshawa Lions' Club to make special provision for the recreational needs of Oshawa's sightless citizens.

During 1949 there were some 76,684 attendances at the Recreation Centre by people participating in the activities of C.R.A. and its affiliated clubs and organizations, while there were over 140,000 attendances at the summer activities in community play-grounds.

"ACRES OF DIAMONDS"



STEWART ALGER
General Chairman

Many years ago a famous Philadelphia minister, Russell Conwell preached an inspiring and wonderful sermon all over America which revolutionized the lives of thousands. It was called "Acres of Diamonds" and based on the idea that there are wonderful opportunities in one's own community, and that all it takes to capitalize on them is vision, courage, initiative and faith.

Russell Conwell featured the story of a Persian, Ali Hafed, who was dissatisfied with the opportunities in his own land. Ali Hafed sold his farm and wandered all over the world seeking wealth, only to find when he returned many years later broken in health and penniless, that on the very land he had sold, they had discovered a great diamond mine.

His sermons caused young men and women to take stock of themselves and their opportunities. Many developed their talents for business, mechanics, science, music and inventions—to win great success.

Here in Oshawa, let us stop for a moment and take stock of the many "diamonds" that we have in our community life. First we live in a busy, prosperous city, one of the best in Canada—with many fine churches, schools, hospital, recreational centres, rinks, parks and playgrounds.

For years our forefathers and ourselves have been striving to build a city of fine institutions and good citizens. Now that we have these community assets, it is just good business to maintain them; for 1951 to make sure that all our "Red Feather" organizations have adequate finances and trained staff to carry on their full year's programs—none of these activities must be curtailed through lack of money. That is why we all must do our part to make sure the Campaign objective is reached—give generously when the Chest canvasser calls on you.

"That Community is greatest in which the greatest number of citizens assume unimposed obligations."

Red Cross at work in Sunnybrook Hospital providing comforts for disabled Veterans.

Red Cross assistance in the Winnipeg Flood. Disaster is always unexpected and Red Cross must always be prepared.

Oshawa Members of local Red Cross preparing bundles for Winnipeg Flood Relief.

V.O.N. "after-care" for Mother and Baby.

1950 - CAMPAIGN OBJECTIVE - $102,500

GREATER OSHAWA COMMUNITY CHEST

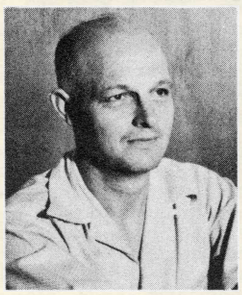
16 ORGANIZATIONS PARTICIPATING

Canadian Red Cross Society	$ 17,500
Canadian National Institute for the Blind	2,700
Canadian Legion—Poppy Fund	1,000
Children's Aid Society	5,000
Oshawa Boy Scouts Association	11,812
Oshawa Sea Cadets—Navy League	2,500
Salvation Army	5,800
Victorian Order of Nurses	2,500
Women's Welfare League	10,728
Oshawa Girl Guides Association	3,000
Royal Canadian Army Cadets	250
Y.W.C.A.	11,000
Community Recreation Association	17,500
East Whitby Welfare Council	5,500
St. John's Ambulance Society (Oshawa Branch)	300
Christmas Cheer Fund	1,500
Contingencies, Administration, Campaign Exp.	3,910
Total Campaign Objective	$102,500

CAMPAIGN DATES: OCT. 25th to NOV. 4th

V.O.N. provides the aged with medical care in their own homes.

Labor Endorses Community Chest



ED. CLINE
President, Oshawa and District Labor Council

Budgets play an important part in every household and business. The obtaining of a good budget assures success, future happiness, and security for families, employees, and management. A poor budget makes for failure, unhappiness, and insecurity.

The Community Budget is made up of happy children, carefree guided youth, secure and sheltered old folks, and capably attended sick, and without careful planning, the Community Budget is definitely out of balance.

Should we become complacent and forget our moral obligations to the Community as a whole, all our gains will be minimized. If children, youth, the aged, or infirm suffer, then our standards of living take a decided drop in our city.

I have no hesitation in giving the unqualified endorsation to the Greater Oshawa Community Chest, and in urging our membership to support the Red Feather Campaign with vigor and enthusiasm.

Where to Mail Your Cheque

In case canvasser calls and you are away from home, mail contribution to:—

Oshawa Community Chest Office,
37 King St. East. Telephone 2127

Music, Dancing, Acting and Ballet are features of the year round productions at the Oshawa Children's Theatre, a C.R.A. activity.

Oshawa Branch V. O. N.

V.O.N. is a *national home visiting nursing service* available to *everyone.*

Two qualified nurses provide the people in Oshawa with necessary bedside nursing care always working under medical supervision. Every call from any source received through the Nurses Registry (phone 580) is answered.

From Jan. 1, 1950 to June 30, 1950, 1,656 visits were made. Of these 625 were made to chronic cases i.e. arthritics, cardiacs, pernicious anemias and others, 242 were made to medical and surgical cases, 376 to mothers and babies, 212 to Cancer cases, and the remaining visits were made for the purpose of health teaching to prenatals, infants and adults.

The prenatal classes are exceptionally well attended this year; carried on by the Local Board of Health and V.O.N.

Visits are fully paid in some cases, and in others only partly and in the case of old-age pensioners service is given free.

In 1949 a total of 3,763 visits were made.

Metropolitan Life Insurance policy holders are entitled to nursing care by V.O.N., payment by Insurance Co.

Surgical dressings are often done for patients who are discharged from hospital early.

Student nurses from the Oshawa General Hospital training school in their senior year have observation periods with the V.O.N.

Women's Welfare League of Oshawa

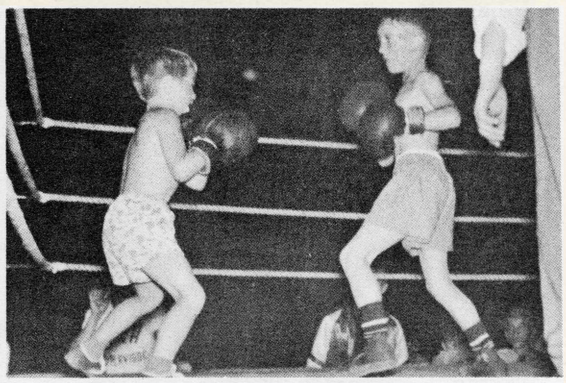
Simcoe Hall offers to young and old a means of filling in leisure hours profitably. There is a staff of three paid Workers who visit in the homes and problems are revealed which can be dealt with in the early stages.

Simcoe Hall was donated to a group of Welfare Workers by the late Charles Robson of the Robson Leather Company, to serve as a Settlement House. It is sponsored by the Womens' Welfare League of Oshawa, whose members devote a great deal of time and effort to the management and administration of Simcoe Hall. It is financially supported by the Community Chest. The Staff of three paid full time Workers and a part time Worker greatly appreciate any volunteer help. As of June 30th, 1950, the enrolment at Simcoe Hall numbered 750 and the attendance for a six months' period dating from January 1st, 1950 totalled 19,225. The Library Circulation over the same period was 5,212.

"Golden Age Club"
An evening of enjoyment with old songs and pleasant memories—just one of the services at Simcoe Hall.

Training in Civics for the citizen of tomorrow through the C.R.A. Schools Parliament.

Skilled instruction and supervision for the youngsters at C.R.A.



A contribution to good health through a wide range of sporting activities provided by C.R.A.

Oshawa Boy Scouts

Over 100 volunteer leaders and a great many men give freely of their time and talents looking after the active and administrative part of Scouting—for the boys of this community. Oshawa has only two paid people in the Scout Organization—the Ranger who looks after Camp Samac and our Executive Commissioner. The duties performed by these two people are full time jobs.

Camp Samac this year was a hive of activity. The attendance record for the past year at the Camp is well over 6,000 boys. 163 camps were booked in the past year. Of the boys attending summer camp, 114 were non-swimmers. Before leaving camp, 98 of these boys passed their swimmer's badge.

There are 17 separate groups of Scouts and Cubs operating in the city. These 17 groups operate 17 cub packs and 14 scout troops. Plans are well under way to start four new groups this fall.

Through our Community Chest, the Boy Scouts Association is appealing to the generosity of the citizens of Oshawa to help maintain the facilities that Scouting holds for the boy in your midst. At the same time Oshawa Scouting thanks you for the sympathetic understanding and generosity you have shown them in past years.

Aid to the Blind

The services of The Canadian National Institute for the Blind, are as various as the talents of the 18,000 or more who enjoy them. In spite of their diversity, they all have a unified purpose—the rehabilitation of the blind.

In Oshawa, 36 are registered with C.N.I.B. Some have been placed in jobs and are doing as good a day's work as their sighted neighbours. Others are at home reading C.N.I.B. touch type books, perhaps doing handicrafts or learning to iron a shirt without ever seeing the finished result.

When you give to the Community Chest, you help bring these services to Oshawa's blind people. You help C.N.I.B. put aside their problems which arise from blindness, and you help them return to a normal life.

Fund Brings Yuletide Cheer

Performing a humanitarian duty with little or no fanfare, yet efficiently, the Oshawa Christmas Cheer Fund Committee last yuletide brought happiness to many who otherwise would have lacked those things which make that particular season one to be remembered from one year to another.

In all, the committee lent a helping hand to 185 needy old-age pensioners, 70 needy mothers receiving Mother's Allowance, 96 relief cases, 16 combination cases and 119 cases of special need. In providing the essentials for a pleasant Christmas for these folk, the committee expended a total of $1,585.89 which means that the money received from the Greater Oshawa Community Chest was stretched to the utmost.

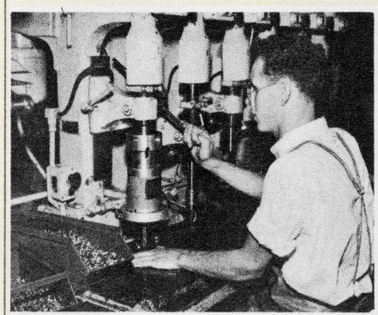
It should be pointed out that there are no frills connected with assistance given by the committee. Cash vouchers and in some instances grocery vouchers are given. In other instances, baskets of food and clothing are sent to needy shut-ins while toys are given to the children, and small knitted articles, provided by Golden Jubilee Chapter, Order of the Eastern Star, to babies.

Great assistance, which has been gratefully acknowledged, was given last Christmas by the Boys' Club at Simcoe Hall which collected, repaired and repainted the toys which were later distributed to the children of needy parents.

It should be emphasized that there is no overlapping with other organizations, as the committee carefully checks with churches and other organizations so that the aid given is not duplicated.

As a matter of history, the committee is proud of the fact that it is one of the oldest organizations to participate in the Greater Oshawa Community Chest. Organized by a group of civic-minded citizens in 1935, it raised and administered its own funds until merging with the Chest in 1942.

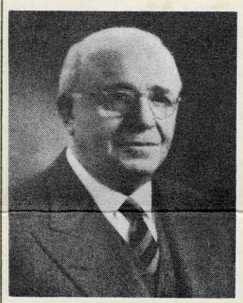
Since that time the efficient handling of the moneys entrusted to it has always been the first consideration of the committee. Last year, $1,500.00 was received from the Chest Fund. A total of $1,585.89 was expended. There is a balance on hand at present of only $41.12.



Skilled Machine Worker Trained by Canadian Blind Institute

Members of Oshawa Christmas Cheer Fund providing for the less fortunate.

A MESSAGE TO MY FELLOW CITIZENS



Surely little need be said regarding the importance to this community of the Greater Oshawa Community Chest—all of us have witnessed the operation of this humanitarian organization for many years. Its operation has been carried on efficiently and to the satisfaction of all concerned. Because of the Greater Oshawa Community Chest, we are provided with an opportunity to share the burdens of maintaining social agencies which undoubtedly make for a better, healthier and happier community. We might well be glad that we have these agencies serving our citizens of all ages. Experience has shown that it is just good common sense to pool our needs and combine the appeals for public support in one united campaign a year.

All of us, I am sure, recognize the wisdom of one joint appeal instead of a multiplicity of appeals and campaigns with resultant chaos and administrative costs. A community chest method insures that our citizens will receive the maximum value in services for every dollar that is invested on behalf of the organizations asking for support.

I am sure that every citizen can have absolute confidence in the self-sacrificing people who are giving the leadership in this Greater Oshawa Community Chest Campaign of 1950. In fixing the amount of the objective, the Chest Executive receives budgets from the various organizations participating and from this information sets the objective. By combining these appeals in one campaign it becomes possible for all to give generously because they are asked to give only once.

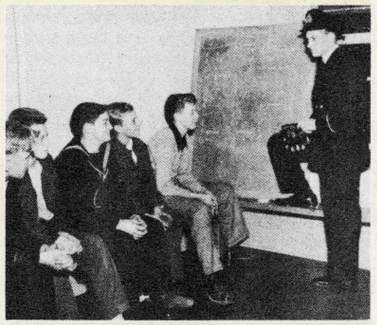
Throughout the province of Ontario particularly, the Greater Oshawa Community Chest has become well-known. Indeed, the people of this community have won for themselves an enviable reputation for their generosity and thoughtfulness in connection with our Community Chest. I sincerely hope that the good citizens of Oshawa and district will again arise to the occasion generously as they have done in all the previous campaigns. The co-operation and assistance of all of us is necessary to insure that all "Red Feather" services will be adequately financed to carry on their work during 1951.

By combining our efforts, as good citizens, each doing his and her share, we can again keep Oshawa the kind of city of which we are so proud—a happy and co-operative community.

R. S. McLaughlin

Honorary Chairman,
Greater Oshawa Community Chest.

Oshawa Sea Cadets



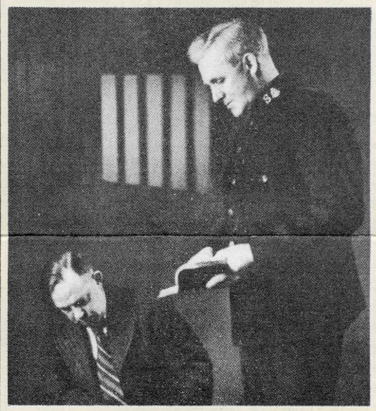
During World War II members of the Oshawa Sea Cadet Corps had a fine record of enlistment and service in the Royal Canadian Navy.

The Salvation Army

Many thousands of men and women never go to church, and are never reached by organized religion. Many people, through misfortune, poverty or disgrace, feel out of step with the other people in their community, and outside all ordinary concern for their welfare.

To these, and to scores of others without a church, The Salvation Army goes, bringing the only religious teaching they know. With this spiritual help goes material aid, and a very real concern for their well-being.

William Booth, Founder of The Salvation Army (July 2, 1865) wrote in October, 1890, of his plan to establish Harbors of Refuge for all and any who have been shipwrecked in life, character or circumstances. The Harbors, he declared, "will gather up the poor, destitute creatures, supply their immediate pressing necessities, furnish temporary employment, inspire them with hope for the future, and commence at once a course of regeneration by moral and religious influences. From these institutions, numbers would, after a short time, be floated off to permanent employment,



"A Helping Hand" for one in need.

or sent home to friends happy to receive them on hearing of their reformation."

Today, 60 years later, The Salvation Army in Canada alone, is operating more than 100 Social Service Centres designed to meet human need and combat human error and despair. Their work has met with spectacular success. Files are crowded with "success" stories . . . stories of unwanted children who have "made good"; unemployed and unemployable men who have been kept in safe and sane pursuits; unmarried mothers who have been guided to the happiness they blundered in seeking; dependent or friendless aged who have found sanctuary and calm through life's end-years; prisoners and ex-prisoners to whom has been communicated the secret of successful living.

Oshawa Y.W.C.A.

The Y.W.C.A. is an organization which for many years has been carrying on a multitude of activities here in Oshawa. Our Y.W.C.A. is called Adelaide House. It is unbelievably large and contains over forty rooms.

Inside there are many things to see and do as well over forty thousand people found out last year.

There were Art Exhibits by many well known societies, oil painting classes were also held with a large number of enthusiastic artists.

A leather work display in the craft workshop at the Y.W.C.A.

The Library was open daily and on Sundays and was also the meeting place of the Stamp club and various other groups. The dining room not only served for the Cafeteria but was a meeting place for the Chess Club and other community groups.

Downstairs they found the recreation room where Slim and Trim Classes Teen groups, Y. Clubs, and the Over Twenty Club Dances were held. And of course they saw the small chairs stacked high which had been used by the morning nursery.

The craft workshop, formerly a garage bulged with action and atmosphere. Eight looms were going at once, making such things as place mats, tartan scarves, table cloths, etc., and enough thread had been woven that would reach along the Highway from Oshawa past North Bay. Besides the weaving, there was metal craft, felt work, leatherwork, gloves, moccasins and many other fine handicraft exhibits. A visitor to the "Y" cannot help but be impressed with the wonderful community service being rendered by this busy "Red Feather" organization.

Children's Aid Society

Oshawa Children's Aid believes in preventative social work as well as remedial. Trained workers lend practical help and kindly advice in keeping homes from breaking up; where children do become wards of the Society, good foster homes are found for these young Canadians. Over 5000 contacts were made with various families concerned during the past year.

C.R.A. supervised city-wide summer programme on 14 playgrounds and 2 swimming pools; with assistance of Oshawa Neighbourhood groups.

Red Cross Society

In peacetime and wartime the Canadian Red Cross Society is always ready to assist in work for the improvement of health, the prevention of disease and the mitigation of suffering.

In Oshawa, a home-makers' service helps families through emergency periods, thus allowing the father to remain at work; a loan cupboard is available where required, for the provision of sick room equipment.

The Swimming and Water Safety Department works in conjunction with C.R.A. during the summer time to provide instruction for youngsters in elementary swimming and water safety. In time of fire, flood, sickness or disaster, the Red Cross is to the fore, and is proud of its record in the Winnipeg floods and at Ramouski.

The Welfare Department functions for the benefit of veterans and civilians alike to alleviate distress through sickness and other circumstances.

Across Canada, Red Cross operates 78 Outpost Hospitals and Nursing Stations. 52 Veterans' Hospitals received Red Cross Visiting Services with 127,347 meals served and 11,970 military patients transported in 1949. There are 865,594 Junior Red Cross members in Canada.

Through the Community Chest, the Red Cross is ready to lend a hand wherever it is needed to reduce suffering.

East Whitby Welfare Association

The East Whitby Welfare Association is continuing to assist needy families, and to distribute seasonal cheer to old age pensioners, families on Mothers' Allowance and others in need.

East Whitby's Recreation Programme has been expanded greatly during the past season. This expansion was set up by East Whitby's newly appointed Recreation Commission. The Commission, early last season appointed a Secretary-Treasurer to handle all recreation finances for the nine areas of the township, keeping a separate account for each area.

They also appointed a Director to set up an expanded summer programme for all nine areas. This programme included junior supervisors for each playground, some on a part time basis,—a senior supervisor to visit each area to start various projects for each week.

They also held a Day Camp at Rotary Park and C.R.A. Building each week. The Oshawa C.R.A. gave them every assistance, loaning equipment and instructors for leathercraft, boxing and swimming.

The Commission is at present planning a winter programme and is working in close harmony with Oshawa C.R.A. so that all will work out smoothly after annexation with the city.

Oshawa Girl Guides

The aim of the Canadian Girl Guides' Association, or Guiding, is to build good citizens. Girls of every race, creed, national origin, and economic group are welcomed into this international organization, and the Guide family in Oshawa numbers over 600. The badges our Brownies and Guides wear so proudly show they are proficient in games, crafts, camping and service to others. Visitors are welcome at Oshawa Guide House—a busy spot.

A group of Girl Guides enjoying an evening of fellowship.

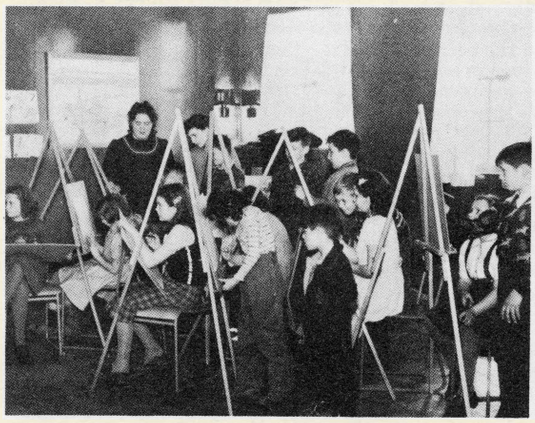
St. John's Ambulance

The St. John was organized in 1948 through the efforts of Miss Pitt it started with the Nursing Division and now consists of:

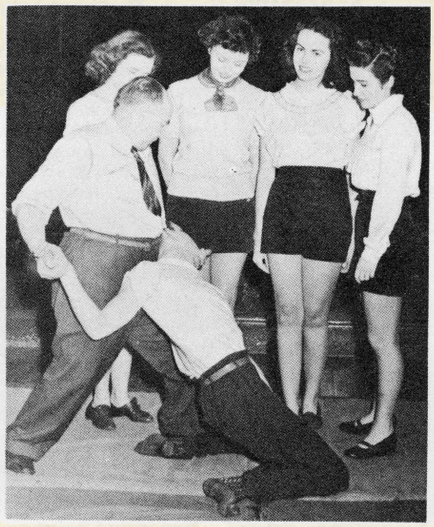
Nursing Division
Ambulance Division (Men)
Cadets—Nursing Division (Girls)
Cadets—Ambulance Division (Boys)

Members of the various divisions attend public gatherings, picnics, fairs, etc. to render First Aid—e.g. of these events—Derby Race (C.R.A.) Labour Picnics, Oshawa Fair, Auto Races, Air Show. All time is given free of charge by members.

In cases of emergency these boys of the St. John's Ambulance Corps are trained to assist you.



Learning to appreciate art, drama, radio, ballet and music. Here is a class in Junior Art—another C.R.A. project.



"A Lesson in Self Defence" Physical Education Class at C.R.A.

Service to the pre-school child through C.R.A.'s Daily Nursery School Programme.